



Proposals for a new Aldi store for Longbridge



Welcome to our exhibition

Aldi, the award-winning discount food retailer is bringing forward proposals to re-develop land off Bristol Road South, Longbridge with a new food store.

The proposals will see derelict land next to the McDonald's car park redeveloped into a spacious and modern retail environment in a convenient location. Having sat empty for over 20 years, Aldi is developing new plans to provide a modern food store for the people of Longbridge.

Our plans to regenerate the site come with the promise of creating up to 50 full-time equivalent jobs, providing opportunities for locals, and stimulating economic growth. Further job opportunities associated with construction and the supply chain will also be created.

This virtual exhibition will detail our proposal, giving you all the essential information you need to know about this project. Thank you for visiting our virtual public exhibition today and we look forward to hearing your thoughts and feedback on our proposals.

Improved choice for Longbridge

As customers continue to look for better-value products to help make their money go further, it is important that residents have access to a wide range of shopping facilities. The introduction of a new Aldi food store in Longbridge would complement our existing trading stores at Northfield and Kings Norton and improve the immediate local retail offering, creating more competition and improving choice for the local community.

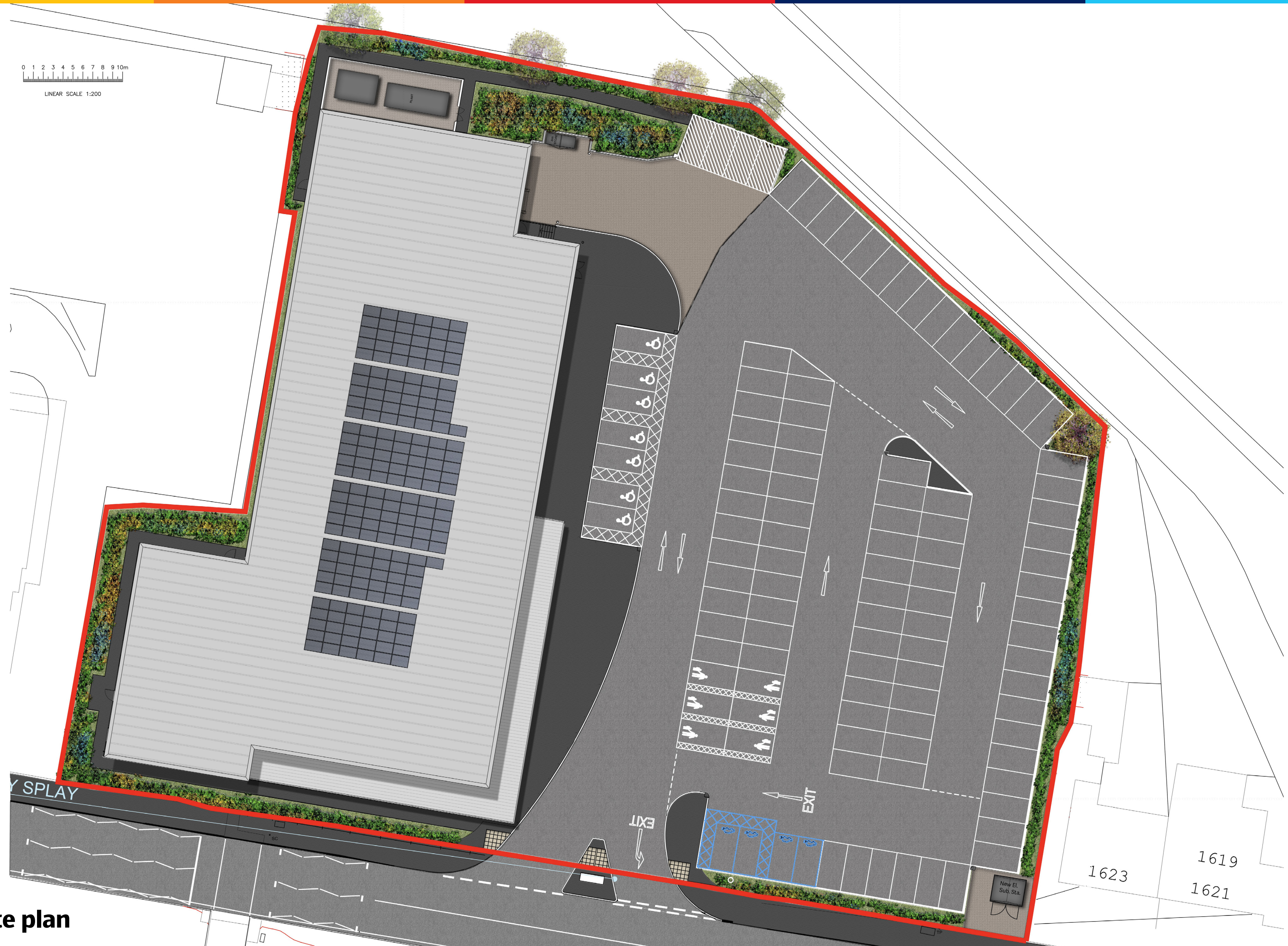
Aldi is well known for selling a variety of high-quality products at the lowest prices. Our customers can make significant savings on their shopping without compromising on quality, with everyday items available at unbeatable prices.

A store in this location would provide easy access to a high-quality, low-price retailer.





Our Proposal



Proposed site plan

A local community facility

Aldi is proud to invest in local communities across the UK. We take our role seriously and understand the impact our work can have on people who need support.

- Aldi has pledged to prioritise home-grown suppliers as it works towards spending an additional £3.5bn a year with British businesses by the end of 2025.
- Aldi works with Community engagement platform Neighbourly to help combat hunger's devastating effects, as it continues to fight against child food poverty as no child should ever go hungry.
- We are proud to accept Free School Meal vouchers for the purchase of food and groceries.
- To combat food waste Aldi has teamed up with Too Good To Go to help tackle food waste and help you save.

Our proposals for Longbridge offers:

- An investment of **£7 million** into the local economy.
- A new, modestly sized Aldi food store with a **sales area of 1315m²**.
- Creating up to **50 full-time equivalent jobs** for the new Aldi store, paid at Aldi's industry-leading rate, above the National Living Wage – currently £11.40.
- **109 free to use customer parking spaces**, including seven accessible bays, six parent & child spaces, four staff bays, and 10 cycle hoops.
- **Four electric vehicle charging points (two accessible)** and additional infrastructure installed so further charging points can be added in the future.
- **Regeneration of a derelict site** that has sat vacant for over 20 years.
- **Additional employment opportunities** provided during construction and in the supply chain.
- **Attractive landscaping** around the site to enhance its appearance.





Highways and Car Parking



Deliveries

Aldi stocks a carefully selected range of approximately 1,800 exclusive Aldi products, compared with supermarkets such as Asda or Tesco that stock over 20,000 lines. As a result, an Aldi food store will require only three to four deliveries per day.

We operate store deliveries outside peak transport hours, where possible. All manoeuvring takes place within the site, and an efficient delivery ramp arrangement removes the need for external activity. This process not only saves time, but also reduces any potential noise disturbance to neighbouring businesses.

Highways & Traffic

Aldi is undertaking a Transport Assessment as part of the planning application to ensure the proposed food store does not have a significant impact on the local road network.

This assessment will look at the operation of local roads both with and without the proposed redevelopment in place.

The scope of this assessment has been agreed with Birmingham City Council Highways Officer.

Parking

The new Aldi store will provide free customer parking for 109 cars, including seven disabled bays, six parent-and-child spaces, four electric vehicle charging spaces (two accessible) and additional infrastructure installed so further charging points can be added in the future.

Access

Vehicular and pedestrian access is proposed via a new access off Bristol Road South.

Delivery vehicles will access and egress the same way as general motorists.

The site is well-served by buses with the 19, 20a, 20, 27, 45, and 49 all stopping in the vicinity of the site.

A car park with 109 spaces will be made available to customers, to ensure car users are able to access and exit the site with ease. Pedestrian access will also be established allowing the community to shop at the store using sustainable modes of travel.

10 cycle hoops with capacity for 20 bicycles will be available for shoppers arriving by bike.





Design & Landscaping

A contemporary design

Aldi plans to introduce a contemporary food store, designed to complement its setting within the local area. We have carefully designed our proposal to ensure the scheme would sit comfortably within its wider surroundings.

Our proposal for the Aldi store will provide a high-quality and attractive scheme. To ensure an excellent long-term appearance, Aldi uses high-quality materials both inside and outside its buildings.

Landscaping

Aldi takes great pride in the quality and design of its stores, with landscaping a key part of creating an appealing and welcoming environment.

Landscaping across the site would aim to deliver a mix of tree and shrub planting, complementing the attractive setting for the store.

Energy efficiency

Aldi is already meeting high standards of energy efficiency and is committed to responsible energy usage.

All new Aldi stores will have doors on their fridges as standard, reducing each store's energy consumption by about 20%. This is the equivalent to a carbon emissions saving of up to 20 tonnes per store each year. Additionally, all new Aldi stores will be built with solar panels as standard.

All Aldi stores use environmentally friendly, energy-efficient refrigeration and LED lighting both internally and externally. Lights are switched off an hour after the store closes.

All new Aldi stores use air source heat pumps that provides almost all the heating for our stores, re-using otherwise wasted machinery heat.

Front elevation



Side elevation





About us



Part of your community

We are proud to be at the heart of local communities across the country. To continue our community-led culture, we have set out a number of “neighbour-friendly” practices:

- Aldi aims to recruit its store managers and store colleagues from the local area, which enables them to react quickly and sympathetically to any local issues.
- Unlike most supermarkets, which operate extended or 24-hour opening periods, our stores typically open between 8am and 10pm Monday to Saturday, and between 10am and 4pm on Sundays.
- Aldi only stocks around 1,800 exclusive Aldi products, compared to a typical supermarket which stocks 15,000 – 40,000. This means that customers to our stores often visit other nearby retailers to complete their shopping.
- Aldi’s unique delivery system enables products to be transferred from the vehicle straight to store, without the need for external movement – minimising the potential for any disruption.
- Aldi works with community engagement platform Neighbourly to pair local charities, community groups and food banks with its stores, to enable them to collect surplus food and perishable products up to seven days a week.

Local Jobs

With up to 50 new full-time equivalent roles available at our Longbridge store, we are committed to providing jobs for local people.

Aldi’s rates of pay are significantly higher than the Government’s National Living Wage and also above the Living Wage Foundation’s recommended national rates. Store Assistants receive a minimum hourly rate of £11.40 nationally (£12.85 within the M25).

It is Aldi’s aim to recruit store colleagues locally for its new stores and, as a result, most live close to the store where they work. More information on career opportunities can be found at www.aldirecruitment.co.uk





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Computer Generated Image of the proposed store



Site plan

